CUSTOMER
CASE STUDIES

FYND

About Customer

Fynd is a leading fashion and lifestyle e-commerce platform offering a vast collection of clothing, accessories, and lifestyle products. With a strong focus on customer experience and innovation, Fynd connects users with a seamless shopping experience across multiple brands and categories.

OBJECTIVES

Strengthen Cloud Infrastructure
Ensure smooth and reliable cloud operations to handle high-demand periods.

Enhance Deployment Processes
Streamline CI/CD workflows for faster and more efficient updates.

Enable Scalability
Support seamless scaling during peak traffic to provide uninterrupted service to customers.

APPROACH

- Deployed skilled DevOps professionals to oversee and optimize the client's cloud infrastructure and operations.
- Implemented streamlined CI/CD pipelines to accelerate deployment cycles and reduce manual intervention.
- Enhanced cloud resource management to ensure scalability and cost-efficiency.

RESULT

Improved Deployment Efficiency
Achieved a 30% improvement in deployment speed, enabling faster feature rollouts.

Seamless Scalability
Enabled smooth scaling during peak traffic periods, ensuring uninterrupted service.

Optimized Cloud Resources
Enhanced performance and cost efficiency of infrastructure, supporting growth.

CONCLUSION

By utilizing AWS Auto Scaling, Amazon ECS with AWS Fargate, and AWS CodePipeline for CI/CD automation, Fynd achieved seamless scalability and accelerated deployment cycles during high-demand shopping periods. Combined with Amazon CloudWatch for real-time monitoring and AWS Graviton instances for cost-efficient compute, the platform ensured high availability, performance, and optimized cloud resource utilization to support business growth.

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